



# MONTANA

## TRAVEL NEWS

STATE DOCUMENTS

TRAVEL PROMOTION UNIT, DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 1, NO. 6, 1974

# NEW NAME, NEW LOOK FOR STATE AD UNIT

Reorganization of the State Advertising Unit into the Travel Promotion Unit of the Montana Department of Highways was announced recently by Governor Thomas L. Judge. The new unit will consist of five divisions designed for better coordination of all travel promotion activities, according to Judge.

Heading the reorganization department will be Josephine Brooker, former assistant coordinator of the old State Advertising Unit, who will also head the Advertising Division of the new promotion unit.



**JOSEPHINE BROOKER**, Director of Montana Travel Promotion Unit.

Brooker replaces Scott Warden as director of the old advertising department. Warden has been named to head the new Film Location Division, created to attract motion picture companies to use Montana as a major movie location area.

The reorganization also has upgraded the old Convention and Tour Department into two divisions. The

Convention Division is being headed by George Cole, who will split his time between attracting conventions to the state and handling broadcast media relations for the Governors office. Lynne Albright, office manager and program assistant, will continue to assist in all phases of the new department's promotional activities. The Tour Division is being handled by Pat Downs, who will promote tour activities with domestic and foreign tour wholesalers and retailers and assist development of in-state tour businesses. She will also assist Brooker in State advertising efforts.

The fifth division in the new unit is Photos and Publicity, headed by Garry Wunderwald, formerly photographer for the old Advertising Department.

Brooker, who has been with the agency since 1965, is one of four women in the nation to head a state travel promotion agency. A native of Great Falls, she graduated summa cum laude from the College of Great Falls, attended the New York University School of Retailing, and was Advertising and Sales Promotion Manager of Buttrey's Department Store in Great Falls. Listed in *Who's Who in American Women*, she was also winner of the LULU Award for 1961 and 1972 in the annual achievement awards competition of the Los Angeles Advertising Women's Club and was a 1962 competitor in the Good Housekeeping "Advertising Woman of the Year" award. With an active background of experience in the advertising and promotion fields, Brooker has been involved for the

(Continued on Page 6)



## Scott Warden Heads New Film Location Division

Scott Warden, director of the State Advertising Unit from 1969 until its reorganization into the Montana Travel Promotion Unit last month, has been named to head the Film Location Division of the new Unit.

According to Harry Anderson, director of the Department of Highways, the new Division was established when it became apparent that Montana's efforts to attract motion picture companies to the State would exceed expectations.

Warden was advertising manager of the Great Falls Tribune from 1958 until 1969 and previously had worked with NBC TV in New York on productions including *Philco Playhouse*, *Kraft Theater*, *Texaco Star Playhouse*, *Broadway Open House*, and the *Sid Caesar Show of Shows*. A Great Falls native, Warden gradu-

(Continued on Page 3)



## MONTANA MOVIES WIN TOP AWARDS

One of the most respected film festivals in America honored both a Montana film and a regional film involving Montana in a recent competition.

"Explore The Old West Trail Country" won first place and was awarded the "Chris" trophy in the travel film category of the 22nd annual Columbus, (Ohio), Film Festival, one of America's most prestigious movie competitions.

The film also won top honors in a similar competition conducted by Discover America Travel Organization and at the Sunset Film Festival in Los Angeles.

The travel documentary has already been seen by over 14 million Americans through 389 telecasts across the country and has been translated into five foreign languages for distribution throughout Europe and the Orient by the United States Travel Service and the United States Information Agency. Before the film has been retired, it is expected to have been seen by over 25 million viewers.

The film was produced by Robert Henkel of Helena and James Graff of Billings. The award-winner was sponsored by The Old West Trail Foundation and was underwritten by Montana-Dakota Utilities and the United States Travel Service.

The Columbus Film Festival's bronze award honored the film "Montana — A Little Farther North," a half-hour film produced by Jim Rice of Whitefish for the Montana Advertising Department, Montana Power Company and Northwest Airlines.

The Montana ski promotion film, featuring the skiing acrobatics of hot-dog skiers from the exhibition teams of ski equipment suppliers, was shown on 107 television stations reaching 5,407,000 viewers during the first five months of distribution.

## Fall Brochure

30,000 brochures illustrating the attractions of autumn in Montana were designed and distributed recently by the Montana Travel Promotion Unit to promote the "off-seasons" of Montana's travel scene.

21,500 of the brochures were sent, with a special invitation enclosure, to a selected mailing list of campers and vacationers in key markets.



KING COLE, president of Expo '74, presents a plaque from Montana's Governor Thomas L. Judge to Mr. and Mrs. Keith Hoon of Seattle, Wash., in honor of being the one millionth visitor to Montana's Expo '74 Exhibit.

## ONE MILLIONTH VISITOR TO MONTANA EXHIBIT HONORED

One million people have visited the Montana Exhibit at Expo '74 since it opened in Spokane May 4.

The one millionth visitor to the popular Montana Exhibit, Mr. and Mrs. Keith Hoon of Seattle, Washington, was counted into the exhibit September 20 in ceremonies commemorating the milestone event.

A plaque in recognition of the one millionth visitor to see and hear the Montana story, signed by Montana's Governor Thomas L. Judge, was presented to the lucky millionth by King Cole, president of the Expo '74 World's Fair. The winner also received a free one-week family vacation will all the trimmings in Glacier National Park.

John Hanson, Exhibit director, predicted that 1,200,000 visitors will have toured the Exhibit by Fair's end November 3.

In commenting on the one million people who have viewed the Expo exhibit, Josephine Brooker, newly-named head of the reorganized Montana Travel Promotion Unit, commented that the exhibit was "a showcase for countless people to whom Montana may have been only a word on a map."

Praising the successful exhibit, Brooker added, "The personal contact and helpfulness of the staff of young people, the outstanding design of the exhibit, the appeal of the Charles M. Russell original works of art as well as the gold and sapphires, all blended into a picture of warmth, friendliness and interest in individuals."

Confirming plans to extend the use of the Montana Exhibit, Brooker said, "The Montana Exhibit is so outstanding that a number of ideas are being considered for it once it has served its purpose in Spokane — including the possibility of moving the exhibit into the rotunda of the Capitol for public viewing during the Legislative session."

### **MONTANA TRAVEL NEWSLETTER**

*published as a report on  
Montana's Tourist Industry by*

**The Travel Promotion Unit,  
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SEND YOUR TRAVEL NEWS NOTES TO:

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Helena, Montana 59601**



# MONTANA FEATURED NATIONALLY

The Montana Travel Publicity Department has scored a number of highly successful coups in its short history, according to a recent report from the Montana Travel Promotion Unit.

The department was notified recently that through its efforts articles written by Jim Tallon on the Montana scene will be featured in three highly rated national publications, *Field and Stream* will publish a Tallon story on Yellowstone, while *Ford Times* will feature an article on the National Bison Range at Moiese. A Glacier National Park story will be published in *Grit*, the nationally circulated weekly family news magazine.

An article on Montana skiing, written by Warren Spencer with photos by Jim Tallon, will appear in the January, 1975 issue of *Travel* magazine. Virginia City will be featured in an article in the June, 1975 *Sunset Magazine*, after the publicity department followed up an invitation to a *Sunset* writer with a conducted tour.

A *Better Homes and Gardens* article on Flathead Lake will run in the full circulation issue of the magazine in

May, 1975. George Bush, travel editor of *Better Homes and Gardens*, was originally contacted by the publicity department and arrangements were made for the writer in the Flathead area with a tour conducted by the promotion unit.

Other major market publications which will feature Montana stories include *Signature*, *Rx Sports* and *Travel*, *Retirement Living*, *Ski* and the *International Ski Trails Annual*.

In terms of dollar return for dollar invested, the writer tours arranged by the Montana Travel Promotion Unit are among the State's most successful projects.

The Unit is instrumental in inviting writers to the State, arranges for complimented accommodations and, in some cases, complimented transportation to Montana, and provides guide services. Articles published by the writers as a result of the Montana tours provide publicity at a fraction of the cost of purchased advertising.

The department also regularly places articles on various facets of Montana in newspapers, magazine sections and on major wire services throughout the United States.



PAT SNOOK (L), travel editor of *Argosy* magazine, fishes the Yellowstone with a guide on a tour arranged by the Travel Promotion Unit. Snook researched Montana outdoor offerings last month with Charlie Meyers, travel editor of *The Denver Post*. Meyers has already used some of the material from his Montana trip in articles for *Post* readers.



MONTANA HISTORY comes to life in the faithfully restored 1860's town of Virginia City for travel writers touring Montana. *SUNSET* editor Mary Ord and freelance writer Barbara Hackett discuss story ideas with J Nolde Midyette and Charles Bovey, manager and president of Charles Bovey Restorations, in the restored town of Virginia City.



JEAN SIMMONS of *The Dallas Morning News*; J Nolde Midyette, Virginia City, and Barbara Lawton, freelance writer from St. Louis, Mo., (L to R), get deep into Montana stories for readers all over the country on a tour arranged through the Travel Promotion Unit.



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# MONTANA MOVIES, BIG BUSINESS



CAMERA CREWS prepare to film a dramatic burial scene in "Winterhawk" and the cast waits for the traditional direction, Lights! Camera! Action! in the Indian epic. The "Winterhawk" production is budgeted for over a million dollars, with \$650,000 to be spent in the Kalispell area.



FAMED MONTANA artist Ace Powell plays the part of an old Blackfeet chief in the "Winterhawk" film. Powell is a Kalispell resident, and his paintings of the Western scene are exhibited in galleries and purchased by collectors all over the United States.

## New Film Division

(Continued from Page 1)

ated from Northwestern University and served with the 8th Air Force.

Working with Warden on the motion picture effort is Pat Mathews, Montana's motion picture representative in Los Angeles.

The Film Location Division was initiated in January at a presentation given by the Governor to 75 producers and directors in Hollywood. The Division is not at present fully budgeted and is working on funds from the Travel Promotion Unit of the Department of Highways and the Office of Economic Development. Plans are being made to request a definite budget for the Division so that a full time concentration can be made to promote more motion pictures into the Montana economy.

To date, three movies have been shot or are shooting in Montana with definite commitments for two more. According to Warden, Colorado — in on the movie location business for many years — benefited from 20 motion pictures filmed in the Rocky Mountain state last year.

Of the films presently being shot in Montana, "Winterhawk," the story of a Blackfeet brave trading furs for medicine in the 1840's, is on location in the Kalispell area and will be completed by the end of October. Starring Michael Dante, Denver Pyle, Sacheen Littlefeather and Lief Erickson, the film also employed several hundred Montana Blackfeet. The picture is budgeted for over a million dollars, with \$650,000 spent in the Kalispell area.

"The Killer Inside Me," a story of a deranged sheriff in a mining town, is being filmed in Butte. The film stars Stacy Keach, Charlie McGraw, John Caradine, Keenan Wynn, Don Stroud and Susan Tyrrell. The movie is budgeted for \$650,000, with \$225,000 to be spent in Butte.

"Rancho Deluxe," filmed in Livingston with Jeff Bridges earlier this year, spent an estimated \$600,000 in the area.

The script for "Chief Joseph" has been approved by NBC and Universal and filming will begin on several Montana locations in April, 1975 Warden said. Produced by Rico Lion Productions, the film will be directed by Great Falls native Richard Colla, who also recently directed "A Man on a String" in Hollywood. An estimated \$600,000 will be spent in Montana on the Nez Perce epic.

A Frank Capra, Jr. production, "Last Free Man," is being considered for the Augusta-Great Falls area with an estimated Montana budget of \$700,000, while "Shoshone" will spend \$500,000 and "Clear Water" has budgeted \$1,000,000 — both films tentatively slated for Western Montana locations.

Montana is definitely slated for at least two episodes of the long-run television series "Gunsmoke," and a new TV series, "Movin' On," is considering Montana locations for late 1974 and early 1975.

According to Warden, if the new productions decide on Montana they can bring \$2-1/2 million to the State during the next year.

Varied terrain ranging from prairie to high mountains, clean air, and uncrowded spaces make Montana appealing to movie makers, Warden said.



STACY KEACH in a tense scene in "The Killer Inside Me", being filmed on location in Butte. The film, of a deranged sheriff in a mining town, is budgeted for \$650,000 with \$225,000 of the budget earmarked for the Butte area.



BURT KENNEDY (L), producer-director of "The Killer In Me", directs camera and technical crews preparing to shoot a scene in the Butte location.

## MONTANA ATTENDS DATO POW WOW

Buffalo, mountains and ghost towns represented multi-faceted Montana at the Discover America Travel Organization's annual Pow Wow in Orlando, Florida September 7 through 11.

The State of Montana and Glacier Park, Inc. exhibited side by side at the four-day travel show, sharing a new state portable display unit dominated by photographs of buffalo, recreational activities and the Old West. The booth was staffed by Josephine Brooker, Director of the Travel Promotion Unit; Lynne Albright, Convention Division, Travel Promotion Unit; Charles Anderson, president of Great Falls' Anderson-Eldering Travel Service, Inc.; Al Donau, Manager of Glacier Park,

Inc.; Pat Booth, Reservations, Glacier Park, Inc.; and Peggy Persha of Shining Mountains Tours in Kalispell.

Also exhibiting at the DATO Pow Wow was Yellowstone Park Company, represented by John K. Olson and Shirley Seaton, with Mix Beauvais of Big Sky.

Montana's delegation conducted an estimated 100 interviews with such international wholesalers as the Royal Dutch Touring Club and the Finland Travel Bureau Ltd. The Pow Wow also offered opportunities to increase tour packages through domestic operators such as Thomas Cook in New York and Lisland, International.



PROMOTING MONTANA at the DATO Florida conference were (L to R), Elsa Payumo, The Baron Travel Corporation, Philippines; Charles Anderson, president of Anderson-Eldering Travel Service, Great Falls; Lynne Albright, Conventions Division; Josephine Brooker, Director, Travel Promotion Unit; Peggy Persha, Shining Mountain Tours, Kalispell; Pat Booth, Reservations, Glacier Park, Inc. and Al Donau, Manager of Glacier Park, Inc.

## Tracing the Traveling Dollar

Ever wonder if tourism really brings in the money? Are you really affected by the tourist dollar? Take a short test and prove just how affected you are by the flow of vacationers and business travelers in and out of Montana.

Take out your wallet. Open it. Take out those bills. Spread them on the table. Notice that on each bill there is a small letter on the left side just beneath the upper denomination.

Chances are you have an assortment of letters. And those letters represent the great flow of tourist dollars. For every bill printed, there is a letter code denoting where it was first circulated. Banks throughout the country do not send their coded currency back and forth in

the mails. The only way you can receive a bill from out of your area is from travelers bringing them in.

If your bill has an "A" identifying it, it came from Boston. "B" means it came from New York; "C" traces it back to Philadelphia. "D" means Cleveland; "E" is from Richmond, Virginia; "F" comes from Atlanta, Georgia. A bill wearing "G" came in from Chicago, while "H" traveled from St. Louis; "I" from Minneapolis; "J" from Kansas City. A dollar marked "K" traveled all the way from Dallas, and "L" went into circulation in San Francisco.

Tourist dollars are resting right now in your pocket. You can bet a dollar on it.



# MONTANA PROMOTES WINTER

The Montana Travel Promotion Unit will once again take a portion of its advertising budget to promote the winter activities of Montana.

A major thrust in the winter promotion will be in the November *Ski Magazine*, through Montana's involvement in a 12 page Northwest Airlines ski promotion section with a postcard "tip-in." There will also be a full-page, four-color ad in the December issue of *Skiing Magazine* with a post card "tip-in". Leads coming from the ads will be given the Montana Ski Area Operators Association and will be sent Montana winter promotional material.

In cooperation with the Ski Area Operators Association, the Travel Promotion Unit will participate in three ski shows this winter. The first show, scheduled for October 25, and 27 in Seattle, will be staffed by Pat Downs from the Travel Promotion Unit office. Garry Wunderwald, director of the Photo and Publicity Division of the Promotion Unit, will staff ski shows in Chicago October 31 through November 3 and in Minneapolis from November 7 through 10.

Jack Lawson of Billings is coordinating the ski show efforts in behalf of the Ski Area Operators Association, and the Travel Promotion Unit will present slide presentations and the film, "Montana, A Little Farther North" at each show.

A major winter brochure is being prepared and will be distributed at ski shows and to ski shops in the northwest. Extolling uncrowded trails and the full range of facilities and accommodations available, the brochure also goes into detail on transportation, highway routes, ski area locations, wintertime package tours, and the economy of skiing Montana — where top-line skiing is available at low-line rates.

Although the brochure emphasizes Montana skiing, it also promotes other Montana wintertime activities including snowshoeing, snowmobiling and ice fishing.

"Montana — A Little Farther North", the State's ski film released last November, has been placed in distribution again and will be seen by 6,500,000 TV viewers on approximately 150 TV stations through next April.

## State Travel Unit

(Continued from Page 1)

past nine years in all phases of the State advertising program.

In commenting on her new responsibilities, Brooker said, "Hopefully, by working together to a common goal we can make our impact felt on every segment of the traveling public to greatly increase Montana's share of the lucrative travel business."

## New Ski Film Starts on TV

The "American Ski Scene" television series, already booked in prime times on 75 stations in such major markets as New York, Los Angeles, Detroit, Minneapolis and Seattle and aiming for 150 stations on the syndicated network, has scheduled the State of Montana as the fifth show in a series of 14 half-hour programs.

Montana Governor Thomas L. Judge and his family share Montana skiing with American Olympic Gold Medal winner Billy Kidd on the Montana program in the highly-rated skiing series. Gus Raum and Gloria Chadwick of Big Sky of Montana were interviewed on portions of the film taken at Big Sky.

In addition to Montana, other major ski names to be featured in the 14 programs will include ski areas in Colorado, Utah, California and Vermont.

The Travel Promotion Unit arranged for the Montana ski program and provided motion picture photographic assistance along with selected scenes from the film "Montana — A Little Farther North."

The American Ski Scene TV series has been called the best show of its type on the air.

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